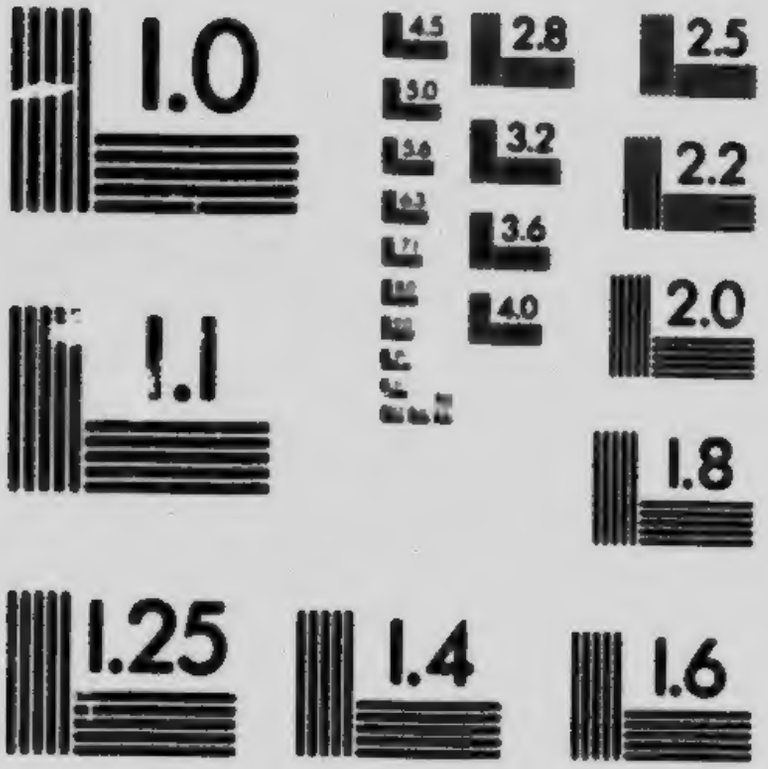
MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1653 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax

SHOUT
SHARE
IT

NWp
971.31
L253

Fruit Farming IN OKANAGAN B.C.

LAND & AGRICULTURAL CO., OF CANADA
WINNIPEG, CANADA.
OR
VERNON, BRITISH COLUMBIA.

FRUIT FARMING.

In the Okanagan Valley, British Columbia

LAND & AGRICULTURAL CO. OF CANADA

Offices: 11 Place Leopold, Antwerp, Belgium.
Winnipeg, Manitoba.
Vernon, British Columbia.

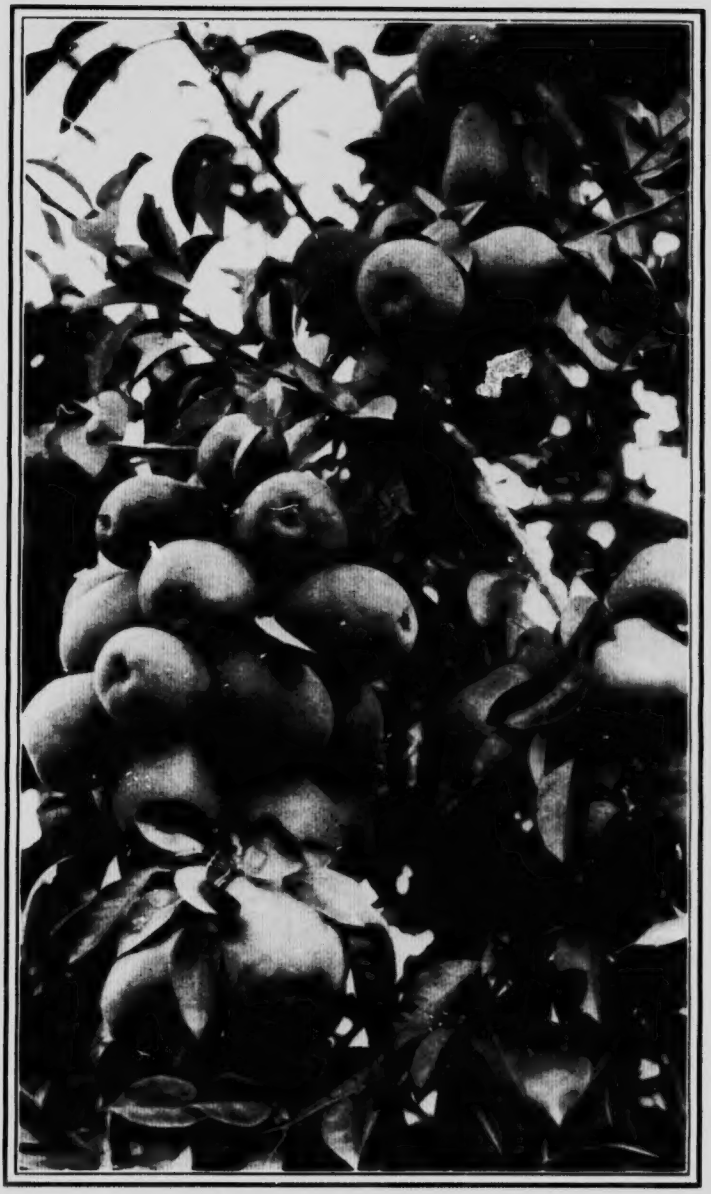
BELL
$20.00
OCT 6 '67

LAND AND AGRICULTURAL COMPANY OF CANADA

The Land of Fruit and Sunshine

MANY booklets have been written on the subject of British Columbia Fruit Lands, newspapers and magazines have been full of praise for the Pacific province, setting forth in alluring paragraphs the fertility of soil, delightful climate and hundreds of advantages, which attract the new settler. Yet the story of British Columbia has only half been told, and those who a few years ago looked with doubt and even ridicule upon the attempts to bring the far western province before the world as a fruit growing country, are being shown the result of persistent labor and development in the rich harvest of some of the finest apples ever grown; apples which bring the highest price at Covent Garden and other big European market places.

Most of the first literature extoling the new fruit lands, which was distributed broadcast, was taken as the wiseman says "with a grain of salt" which really means that the early attempts to interest the big public, were not taken at all seriously.



Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

Pear Cluster—Mr. Sterling's Orchard, Kelowna, B. C.

LAND AND AGRICULTURAL COMPANY OF CANADA

Nearly all men are doubting Thomases where the investment of their dollars is concerned, and have to be shown results before they will believe in the great possibilities of a new proposition. Realizing this, the Land and Agricultural Company of Canada have gotten together some interesting facts—note the words facts—about their Okanagan Valley property, which district is at present the centre of fruit growing activity. The demand for reliable information concerning British Columbian acres, have steadily increased and the pamphlets and booklets, which were formerly hardly looked into, are now eagerly and enthusiastically read.

History of The Company

Four years ago the representatives of the Land and Agricultural Company of Canada, a syndicate of Belgian Capitalists seeking an opportunity to invest in Dry Belt fruit lands, visited the Okanagan Valley. They were at once charmed with the beauty of this lake region and after going carefully into the possibilities the new country afforded and considering various available areas, purchased the O'Keefe and Greenhow estates. Later other smaller adjoining properties were negotiated for and purchased by the Company to round out their holdings. The land that the Company is now placing on the market, surrounds Swan Lake, a beautiful sheet of water, some three miles long, by half a mile wide, and extends

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

1—An Avenue of Crab Apple Blossoms—Major Lindsay's Orchard, 1910, Kelowna, B. C.

2—Major Lindsay's Orchard, Kelowna, B. C., 1910—Part of the Belgo-Canadian Lands in the Background

north from Vernon, the chief town and supply centre of the Okanagan Valley and south beyond the town towards Okanagan Lake. Rising gently from the lake shore, the lands ascend gradually towards the high range country presenting a regular surface, free from timber and brush, an advantage which does away with the arduous task of clearing, and with an ideal slope for irrigation purposes. The area of irrigable land amounts to over seven thousand acres, and lies between the East and West Grey Canals, except north of Swan Lake, where the two high roads represent practically the division between irrigable and non-irrigable properties. The non-irrigable area comprises nearly eight thousand acres of the finest range land to be had in British Columbia.

Description and Acreage

Character of the Soil

A POINT worthy of special consideration in connection with the lands of the Company, is the fact that, unlike many sections of the Okanagan Valley, their possibilities are not confined to those of fruit growing. The character of the soil and the situation of the land, are admirably adapted to the purposes of vegetable growing, dairying and mixed farming; and it is certain that in the future when the areas of purely fruit lands have been greatly extended, this property of varied production, will constantly increase in value.

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

An Orchard Scene—Kelowna, B. C.

LAND AND AGRICULTURAL COMPANY OF CANADA

At the heads of Okanagan and Swan Lakes, there are fine stretches of deep black loam-soil, the richness of which is particularly suited to growing celery and all other kinds of vegetables, as well as large crops of hay, a product for which there is always a big local demand at good prices. The soil of the benches is a light clay loam, easily tilled and well suited to grow large crops of the finest fruits. The sub-soil is of a porous character, mostly gravel, giving perfect drainage and good air circulation, so essential to the production of fruit that will bear packing and reasonably long storage.

The Climate

THE strongest inducement to the buyer of fruit lands, is the climate. It is undoubtedly one of the most important assets of the district, being free from extremes of heat and cold, and almost ideal in its pleasing variations. However, one should not be misled to expect summer the year around. The winters are cold and dry, the first snow generally falling in the early part of December and lying until March. It is a season of clear, bright, frosty days, with good sleighing and skating for the greater part of the winter. In summer there are about three months of hot, ripening weather, the maximum temperature sometimes reaching as high as 100 during the midday, but the nights are always cool and refreshing. It has been estimated that the rain-fall is from twelve to fifteen inches.

Copyright 1909 by G H. E. Hudson, Kelowna, B. C.

1 Mr. Casorso's Crop of Onion in the Sack, 1908, Kelowna, B. C.

2. Mr. Casorso's Onion Crop, 1909—30 Tons to the Acre (5 acres)

LAND AND AGRICULTURAL COMPANY OF CANADA

Moisture conditions in the district around Vernon, are such, that irrigation, so aptly defined as "crop insurance" is practically necessary. As a result of negotiations entered into with the White Valley Irrigation and Power Co., the whole of the Company's irrigable lands are provided with an ample supply of water.

Irrigation

THE Irrigation Company which owns and operates the Grey Canal has at its disposal a practically unlimited supply drawn from Mountain Lakes distant about 30 miles in a south-easterly direction from Vernon. Their system provided for a capacity of 35,000 acre-feet and it is estimated that 20,000 acre-feet of water will be used annually when all the lands served are brought under cultivation. It is thus seen that the water supply is abundant and assured.

Purchasers of the Land and Agricultural Company's land are required to sign the standard agreement for the user of water of the irrigation company. All of our irrigable lands are possessed of a "water right," i.e., they are entitled to receive service from the Irrigation Company on each 160 acres up to one-acre foot for every irrigable acre therein on payment of the annual rate. These rates vary with the quantity used and range from $3 per acre-foot for 200 acre-feet and over to a maximum of $6 per one acre-foot. They are fixed by and under control of the Government of the Province.

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

...ns Grown Between the Rows of Young Apple and Peach Trees at Mr. Pyman's Orchard, Kelowna, B. C.

Picking Strawberries Between the Rows of Young Apple Trees, 1908 —Mr. Pyman's Orchard, Kelowna, B .C.

LAND AND AGRICULTURAL COMPANY OF CANADA

The improving and developing of the property has been steadily going forward. Two hundred acres of orchard land were planted in the spring of 1910 by the Belgian Orchard Syndicate. A Scotch Syndicate also purchased, and is developing 130 acres on the east side of Swan Lake, with the intention of catering especially to the Old Country markets.

A number of Belgian Gentlemen of means have also purchased tracts of land varying from 20 to 100 acres each. Six of them have already built, or are building comfortable homes for their families, and in every case the full acreage of their purchase is being planted to orchard, either under their own management or under the supervision of the Company's Manager in Vernon.

We have also just completed the sale of over 200 acres to a Syndicate of French Gentlemen, who already have their manager on the ground, and will develop their purchase as quickly as possible.

We will be pleased to give intending purchasers the names of above mentioned parties to enable them to get an independent opinion regarding not only our property, but general conditions in the Okanagan Valley.

Besides other smaller blocks under development for purchasers, the Company is opening up certain larger areas, so that they may be in a position later on, to sell either planted or unplanted

lots. It may be mentioned in this connection, that the Company, having only completed their irrigation system last year, are of course, not sufficiently advanced to present results of actual production in this booklet. While the illustrations are not pictures taken on the estates of the Company, they show the progress of development on other properties in the same district under similar conditions of climate and soil.

Value of Fruit Land

THE man who is looking for a good investment, should be interested in the remarkable growth the new fruit lands are yearly making. As the possibilities of fruit growing in this district are becoming more fully realized, the price of suitable land is steadily rising. In 1905 the best fruit land on the Coldstream Estate, sold at $100 per acre. The six year old orchards on this land are now worth $1,000 per acre. Similar land on the Coldstream, unplowed, is now selling at $300 to $350 per acre. It would pay the prudent man to buy land and hold it for future sale, if he did not care to become a resident fruit grower.

The properties of this Company, which almost adjoin those of the Coldstream Estate, are equally as good in quality and have the advantage of being nearer to the railway, thus affording better transportation facilities for the marketing of produce.

LAND AND AGRICULTURAL COMPANY OF CANADA

Prices and Terms THE Company is still offering its land at the price prevalent two years ago, a price that will undoubtedly increase as soon as more extensive development of the property makes evident its fullest possibilities. Lots containing from ten to twenty acres, may now be purchased at from $250 to $275 per acre according to the location and distance from Vernon, while to purchasers of a block of fifty or more acres a special price may be considered. Non-irrigated land suitable for pasture, may be obtained for $25 and upwards, special price being made for one hundred acres and over. The terms offered are unequalled in liberality, viz.: one-fifth cash, balance in five equal annual instalments at six per cent.

Transportation and Markets TRANSPORTATION and markets are items which form a most important factor in the business of fruit growing, and determine the value of orchard land. This Company is especially favored in this regard as it has the Shuswap and Okanagan Railway traversing the entire tract, following the east shore of Swan Lake and passing through the middle of the Company's holdings on to the head of Okanagan Lake. There is a siding already built at the north end of the property and another will be put in when the requirements warrant.

At Vernon, the Okanagan Fruit Union and the Vernon Fruit Co. have packing houses, with ample facilities and organization for grading, packing and marketing all fruits and vegetables grown

PANORAMIC VIEW OF VER

W OF VERNON AND DISTRICT

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C

in the Valley, as. .ring the grower the highest market price for his produce, at a minimum of expense and trouble. The fruit and vegetables can be sold on commission, or will be bought outright as suits the growers' wishes.

It is doubtful if there is another district in Canada more favorably situated than are the Company's lands, in regard to markets. Right at the very border of this district are stretched the Canadian North-West Provinces with their fast increasing population and vast resources for support of millions of people, furnishing a very bright outlook indeed, for the future demands for home grown fruit.

There is the London market too, which is already attracting large quantities of the finer grades of British Columbia fruit. Experiments have also been successfully made in shipping to New Zealand, with results showing that there are great possibilities in the way of market developments there.

Facts and Figures

ACTUAL figures, however, are more convincing than flowery words. Men do not go into the fruit growing business because someone has told them a pretty story. They want to be able to calculate what the profits on their investments will be, when their orchards are brought to bearing.

Last season 1910 apples averaged two cents per pound for all standard varieties at time of picking, while 2½c. to 3c. per lb. was realized for apples held over for packing and shipping this spring.

Prunes 1½c. to 2c. per lb. net.
Plums 2c. to 2½c. per lb. net.
Cherries, sweet 8c. per lb.; sour 7c. per lb. net.
Gooseberries 6c. to 8c. per lb.
Pears 2½c. to 2¾c. per lb. net.
Strawberries $2.50 per crate (24 box 4x5 size).
Raspberries $1.50 per crate (24 box 2x5 size).
Tomatoes, ripe 2c. to 3c. per lb.; green 1c. to 1½c. per lb.
Potatoes, early $25.00 ton; fall $18.00 ton; this spring $40.00.

Management for Purchasers

THE Land and Agricultural Company of Canada have inaugurated a plan that works out splendidly for those who are not quite ready to settle on the property, but are desirous of taking advantage of the present low prices. Such purchasers may have the full management and supervision of the work of planting and developing until the orchards mature, undertaken by the Company at actual cost, plus twenty per cent. A staff of good practical men, thoroughly acquainted with local conditions and experienced in all details

Photo by G. H. E. Hudson, Kelowna, B. C.

1. Residence of A. de Munck, Esq., One of the Purchasers of Our Land
2. Vernon Public School
3. English Church, Vernon, B.C.
4. Vernon Y.M.C.A.

of fruit growing is employed, so that perfect satisfaction is assured to the purchaser. Indeed, sound, central management equipped with expert knowledge as to such vital points as the suitability of soil, varieties to plant, cultivation, etc., etc., will undoubtedly secure better results and better value for money expended, than could be obtained by the personal attention of an owner not an experienced horticulturist.

The Cost

THE following estimate of cost of preparing and planting an orchard and caring for same for a period of five years, has been prepared on a basis on which the Company is ready to undertake the work for purchasers.

Plowing and preparing	$8.00	per acre
Laying out, staking, digging holes and planting	8.00	" "
Cost of trees, 88 to the acre at 25c.	22.00	" "
Irrigating, spraying, care and cultivation, first year	12.00	" "
	$50.00	
Add our charge, twenty per cent.	10.00	
Total	$60.00	

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

Pear Blossoms in Mr. Sterling's Orchard at Kelowna, B. C.

There will be extra for fencing depending on the style of fence put up, and the Irrigation Company's charge for water according to schedule, but the latter expense would not be subject to our overhead charge of twenty per cent.

Second, third, fourth and fifth years the charge would be $25 per acre a year, for care and cultivation, including pruning, spraying, irrigating, etc.

The Crops

THE usual practice is to grow intermediate crops of small fruits, potatoes and vegetables between the rows of apple trees while the latter are developing, but it is difficult to estimate the returns from such crops as so much depends on the enterprise of the individual and the location of his fruit holding as to ready means of transport.

In many of the real estate booklets, only the highest possible returns to be derived from intermediate crops are given, which is apt to mislead the intending investor and cause disappointment later, actual average returns being quite attractive enough to satisfy the buyer of fruit land in the Okanagan Valley at present prices. Perhaps the safest intermediate crop to grow on this land is

Swan Lake

Copyright 1909 by G. H. E. Hudson, Kelowna, B. C.

Orchard Scene Near Vernon, B. C.

potatoes, as the soil is loose and friable and easily worked. The average yield is ten tons to the acre, and, at present prices, should net the grower from $100 to $150 per acre.

Strawberries are a very profitable crop, and a man with a family who can help with the picking, will find a ready sale at good prices for all he can grow. Raspberries, gooseberries, currants, etc., can also be grown in connection with the apple orchard and may all be depended on to give good returns when properly looked after.

Onions have been found a very valuable crop to grow between the trees, averaging about 20 tons to the acre and selling at from $20 to $30 per ton.

Tobacco Culture

Tobacco has been successfully grown in several parts of British Columbia and it seems not unlikely that it may be added to the list of established Vernon district products, in the near future. The soil and general conditions of the Company's lands are very similar to those described by the Provincial Government expert, as suitable for this crop, which, when properly cultivated and handled, will yield the farmer $150 to $170 per acre net.

Poultry raising in conjunction with the orchard, pays well and has already been adopted by many fruit farmers in this district. It has been demonstrated that to give the fowls free run of the

Photo by G. H. E. Hudson, Kelowna, B. C.

Illustrating Irrigation at Mr. Mansfield's Orchard, Kelowna, B. C.

orchard has been beneficial to the apple trees. Chickens are such great scavengers, that they get rid of many injurious insects that attack the young trees, and the scratching of the fowls acts as a harrow in retaining moisture and also on keeping down the growth of weed seeds.

The Vernon Board of Trade estimates that if one hundred fowls of a good laying strain are taken as a basis for calculation, a yield of 15,000 eggs a year can be obtained without artificial forcing. If the farmer has to pay $30.00 per ton for wheat, the wheat bill for the year would amount to about $75.00. Other foods might bring this up to $120.00, making a revenue of over $300.00 from such a flock after paying all expenses.

Proximity to Vernon

PROXIMITY to Vernon must be reckoned among the advantages possessed by the property. Vernon is a thriving town, the trading and supply centre of Okanagan Valley and is situated about 45 miles south of Sicamous Junction on the main line of the Canadian Pacific Railway. It has a population of over 3,000 and is possessed of many advantages which make residence in its neighborhood desirable. Surrounded by some of the most beautiful lake and mountain scenery in Canada, it possesses good roads for driving, riding and motoring.

Copyright 1909 *by G. H. E. Hudson, Kelowna, B. C.*

Mr. Louis Holman's Tobacco Crop 1909—Pendozi Street, Kelowna, B. C.

Besides Swan Lake, two lovely sheets of water—Long Lake, two miles to the south, and Okanagan Lake four miles in the same direction—furnish charming boating, bathing and camping facilities during the summer months. In these lakes also, trout and other fish abound, while grouse, prairie chicken, duck, geese, etc., are found within a short distance of the town to satisfy the desires of the sportsman.

A Modern Town

As to more substantial advantages, it may be said that the stores of the town are up-to-date and well stocked; the City possesses a splendidly equipped hospital, efficient and fully-staffed high and pub ic schools and satisfactory water, electric light and telephone service. In the near future, a new $50,000 Customs House and Post Office, a new $50,000 Railway Station and a new $100,000 Court House and Government Offices will be completed.

The Company has a well-equipped office in Vernon with a local manager who will be pleased to give purchasers all required information and assistance in selecting their lands, and, afterwards, in solving any problems that may arise in planting and caring for them.

Purchasers will also have the advantage of dealing directly with the Company owning the land and thus be able to get all matters requiring adjustment promptly attended to on the ground.

Office of Land and Agricultural Co.. Vernon, B. C.

DESIGNED AND PRINTED BY
BULMAN BROS. LTD. WINNIPEG LITHOGRAPHERS & PRINTERS